

Subject: RE: URGENT - 21 Broadway Boxes - Lost/found submissions
From: Nick Griffin <NGriffin@downtownla.com>
Date: 12/09/2016 03:34 PM
To: Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org>, "Morgan Sykes Jaybush" <morgan@omgivning.com>
CC: Julia Marino <JMarino@downtownla.com>, Nikki Brown <nikki@omgivning.com>, Noah Strouse <noah@historiccore.bid>, AOGmail <amara.ononiwu@gmail.com>, Rena Leddy <rena@fashiondistrict.org>, Escott Norton <escott@lahtf.org>

Sounds right to me.Â Thanks for all the work on this!

From: Jessica Wethington Mclean [mailto:jessica.wethingtonmclean@lacity.org]
Sent: Friday, December 09, 2016 3:26 PM
To: Morgan Sykes Jaybush <morgan@omgivning.com>
Cc: Nick Griffin <NGriffin@downtownla.com>; Julia Marino <JMarino@downtownla.com>; Nikki Brown <nikki@omgivning.com>; Noah Strouse <noah@historiccore.bid>; AOGmail <amara.ononiwu@gmail.com>; Rena Leddy <rena@fashiondistrict.org>; Escott Norton <escott@lahtf.org>
Subject: Re: URGENT - 21 Broadway Boxes - Lost/found submissions

OK - Based on yesterday's convo Pascaline and Cezar were invited last night. I sense a consensus that we think Robert is worth looking at too, so I'll invite him, and then I think that's a wrap.

Thanks everyone!

JWM



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, [Night on Broadway](#)

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On Fri, Dec 9, 2016 at 2:22 PM, Morgan Sykes Jaybush <morgan@omgivning.com> wrote:

Sorry I am jumping in late, but here are my thoughts:

Roberto Guerra - I like the concept too, but I can also see what Jessica is concerned about. Maybe we can solve that by including a wider range of different types of people that have been on Broadway for a long time, like older property owners, business owners, people like the Councilmember that used to visit Broadway as a kid to go to the theatres, etc. It definitely should be more about Broadway and/or DTLA. I think itâs worth discussing with him.

Besler and Sons - I love terrazzo and I like the imagery and want to hold hands with those people too, but I donât think itâs interactive or captivating enough, compared to some of the others we have chosen so far.

Cezar - It's a cute idea and I like the graphics, but I don't think you will ever experience them all together in a meaningful way. If you just see a random R, I don't know if it will captivate you enough to want to look into it more.

Pascaline - The imagery and graphics are cool, I definitely like her style, but not sure they are engaging enough.

Was not excited about any of the others!

Morgan Sykes Jaybush, LEED AP

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Please note that Omgivning will be closed for the holidays the week of December 26th. Regular hours will resume on Tuesday, January 3rd, 2017. We wish you all a happy holiday season!

On Dec 9, 2016, at 1:55 PM, Jessica Wethington McLean <Jessica.WethingtonMcLean@lacity.org> wrote:

Others please look at Besler & Sons



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On Fri, Dec 9, 2016 at 9:43 AM, Nick Griffin <NGriffin@downtownla.com> wrote:

One other I would consider: Besler & Sons, because it is beautiful and visceral and evocative of intersection of humanity and the built environment â i.e. The City. Granted, it doesn't hit any of our criteria of past and future and would be a target for tagging with all its blank space. But it's beautiful and visceral and evocative. And I want to hold hands with those people while we skip down Broadway.

From: Jessica Wethington Mclean [mailto:jessica.wethingtonmclean@lacity.org]
Sent: Friday, December 09, 2016 9:19 AM
To: Julia Marino <JMarino@downtownla.com>
Cc: Nikki Brown <nikki@omgiving.com>; Morgan Sykes Jaybush <morgan@omgiving.com>; Noah Strouse <noah@historiccore.bid>; Nick Griffin <NGriffin@downtownla.com>; AOGmail <amara.ononiwu@gmail.com>; Rena Leddy <rena@fashiondistrict.org>; Escott Norton <escott@lahtf.org>
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Hmmmmmm, do you think this makes a statement about gentrification though, intended or not?
Trying not to make the boxes political, just positive.

Sent from my phone. Please pardon brevity, typos, and autofill misfires.

On Dec 9, 2016 9:10 AM, "Julia Marino" <JMarino@downtownla.com> wrote:

Agree with Amara about Guerra. The design renderings he presented are a little weird but the concept could be interesting if the quotes pertained to Broadway or DTLA and the faces were of people who actually live or work on the street and have seen it change.

Julia Marino

Economic Development Associate

<[image001.png](#)>

Downtown Center Business Improvement District

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<[image002.jpg](#)> <[image003.jpg](#)> <[image004.jpg](#)>

From: Jessica Wethington Mclean [mailto:jessica.wethingtonmclean@lacity.org]
Sent: Thursday, December 08, 2016 10:08 PM
To: AOGmail <amara.ononiwu@gmail.com>
Cc: Morgan Sykes Jaybush <morgan@omgiving.com>; Noah Strouse <noah@historiccore.bid>; Nick Griffin <NGriffin@downtownla.com>; Julia Marino <JMarino@downtownla.com>; Rena Leddy <rena@fashiondistrict.org>; Escott Norton <escott@lahtf.org>; Nikki Brown <nikki@omgiving.com>
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OK, looks like we have four votes for Cezar, three for Pascaline and one for Robert. Will you all go look at Robert Guerra and see Amara's comment above to agree / disagree?

Meanwhile, I'll invite Cezar and Pascaline.

Thanks!



Jessica Wethington McLean

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On Thu, Dec 8, 2016 at 6:48 PM, AOGmail <amara.ononiwu@gmail.com> wrote:

Amaraâs Two Cents!

Masha - Have seen this concept but live her color palate better - note for other artists.

Robert Guerra - I really love the idea of this with the right set of people who have seen and lived Broadway and can speak to its past and hopes for the future. I like the wisdom aspect of this one.

Cezar - LOVE, I think he should be invited. The exploration it invites is intriguing to me , I'm seen interesting cities do this best.

Garth - very interesting concept but still has that amorphous collage effect we have turned down in other artists. I think the Broadway Trade Center should invite him to do an installation.

Liz - Like it a lot but wish there was more to it

TIM - Pass, not as engaging for Sidewalk passerbys

Sent from my iPhone

On Dec 8, 2016, at 11:54 AM, Jessica Wethington Mclean
<jessica.wethingtonmclean@lacity.org> wrote:

Team - It came to my attention today that an entire group of 21 Broadway Boxes submissions was inadvertently deleted. The person organizing them for me, accidentally trashed them, instead of labeling them, so even my searches to double check having found everything and labeled them as submissions to go to the dropbox didn't find these because they were no longer in the inbox.

Thankfully, the mistake was realized and acknowledged and it's not too late.

Here is a link to the missing submissions (which solves the mystery of Noah's friend) There's a bunch of them - 24 or 25 of them. I went through them quickly, and found 5 that I think are worth a second look, based on what we coalesced around yesterday. Those are: Cezar Ravelo; Garth Britzman; Liz Brizzi; Pascaline Douci; and Timothy Smith (not all should be brought in and perhaps

other have other preferences once you go through them.

https://www.dropbox.com/sh/oslspp8jjkd4muo/AAAfzDQHoomOjGi9QM8XSrD_a?dl=0

Obviously, this is not the optimal way to review submissions, but since we agreed to meet with finalists I think if we can come to consensus on who from this list should be added (the ones above, some, all or none) via email, then we can just add them to our interview list as long as everyone can make it a longer meeting.

SO SORRY but glad this got realized before it was too late.

Thanks,
Jessica



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